

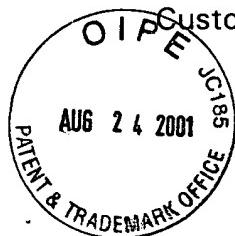
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PATENT TRADEMARK OFFICE

Docket No.: 6670/1J190US1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Laurent BENSEMAMA

Serial No.: 09/845,814

Art Unit:

Confirmation No.: 2311

Filed: April 30, 2001

Examiner:

For: A SYSTEM AND METHOD FOR ANONYMOUSLY MATCHING
PRODUCTS OR SERVICES WITH A CONSUMER

SUBMISSION OF ASSOCIATE POWER OF ATTORNEY

Hon. Commissioner of
Patents and Trademarks
Washington, DC 20231

Sir:

We enclose herewith the Associate Power of Attorney dated August
21, 2001.

Dated: August 23, 2001

Respectfully submitted,

S. Peter Ludwig
Reg. No. 25,351
Attorney for Applicant(s)

DARBY & DARBY P.C.
805 Third Avenue
New York, New York 10022
212-527-7700

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ASSOCIATE POWER OF ATTORNEY

Hon. Commissioner of Patents
and Trademarks
Washington, D.C. 20231

Sir:

The undersigned applicant of the above-identified application hereby
revokes all prior powers of attorney, and appoints

Michael J. Sweedler (No. 19,937)
S. Peter Ludwig (No. 25,351)
Paul Fields (No. 20,298)
Marc S. Gross (No. 19,614)
Joseph B. Lerch (No. 26,936)
Melvin C. Garner (No. 26,272)
Ethan Horwitz (No. 27,646)
Adda C. Gogoris (No. 29,714)

Bert J. Lewen (No. 19,407)
Henry Sternberg (No. 22,408)
Peter C. Schechter (No. 31,662)
Robert Schaffer (No. 31,194)
Robert C. Sullivan, Jr. (No. 30,499)
Ira J. Levy (No. 35,587)
Joseph R. Robinson (No. 33,448)
Scott Lindvall (No. 40,325)
Paul F. Fehlner, Ph.D. (No. 35,135)
David Leason (No. 36,195)

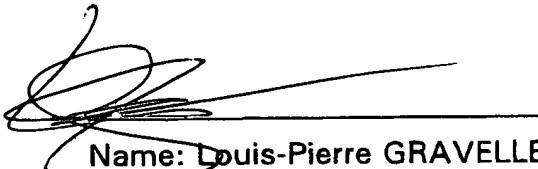
all of the firm of DARBY & DARBY P.C., located at 805 Third Avenue, New York, New York 10022, as its attorneys with full power of substitution and revocation, to prosecute said application, and to transact all business in the United States Patent and Trademark Office in connection therewith.

Please address all communications relating to the present application to:

S. Peter Ludwig (25,351)
805 Third Avenue
New York, NY 10022
(212) 527-7700

Respectfully yours,

Dated: 21 augmt 2001



Name: Louis-Pierre GRAVELLE
Registration No.: 44,429